



Television before Television

Globalising World (1945 – present: popular culture)

Your challenge:

It's 1953. Television has not yet begun broadcasting in Australia, but the government is holding a Royal Commission to decide how it should be introduced. As

a **representative of a parent-led lobby group** concerned about the wellbeing of children, you've been asked to write a formal submission.

Your job is to explain your group's concerns about the possible **negative impacts of commercial television** on children and young people.

Step 1: Tune in to relevant concerns for this period by reading the statements below and tick the concerns you think would have been common in 1953.

Concern	Tick below if a likely parent concern in 1953
Children might imitate violent behaviour from TV shows	
Homework time might be replaced by watching TV	
Television could expose children to American values instead of Australian culture	
Children developing low self-esteem, and body image issues due to curated, unrealistic portrayals of life.	
Advertisements could encourage children to ask for unnecessary products	
Children would stop playing outdoors	
Companies collecting and using children's data and personal information	

What other concerns do you think parents in 1953 might have had?



Step 2: Plan your argument

Use the prompts below to plan your submission.

What is your main concern as a parent organisation?

Why do you believe commercial television might be harmful to children?

What kind of evidence might you use?

(Example: reports from overseas, expert opinions, examples from radio broadcasting stories from families, etc.)

What solution would you recommend to the Royal Commission?

(e.g., more regulation, stronger public broadcasting, banning certain types of shows)

Step 3: Write Your Submission to the Royal Commission into the Future of Television in Australia – 1953

Your short submission (150–200 words) should be written in the style of a concerned parent group representative. You need to: Use formal language; State your concerns clearly; Include reasons and examples; Recommend a solution

Step 4: Self-Check before you submit

I have:

- Described at least one major concern about TV and children
- Given reasons and examples
- Written in a formal and persuasive tone
- Suggested a solution or recommendation